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ABSTRACT

In 1994, a study was conducted to describe the Piedmont Virginia Community College (PVCC) service region in terms which would aid the college's strategic planning efforts. Major study findings include the following: (1) between 1990 and 2000, the population of the PVCC service district is expected to grow by 11.4%; (2) three localities enroll at PVCC a higher percentage of their populations than the average percentage of the service region as a whole (2.3%), Greene County (2.8%), Charlottesville (2.6%), and Louisa County, (2.4%); (3) the 45-70 age bracket is expected to increase by 77.5% between 1990 and 2010; (4) the 20-34 age bracket, currently with the largest percentage of PVCC students, is projected to decline by 7.1%; (5) between 1990 and 2000, the number of whites in the service region is projected to grow at a faster rate than the number of non-whites; (6) the Asian population is the fastest growing minority segment; (7) the population is moving toward a slightly higher percentage of females (52%) than males by 2010; (8) educational attainment varies greatly within the PVCC service region, with Albemarle County and the City of Charlottesville showing the greatest number of residents who have attended college; (9) family and household incomes in the PVCC service region are slightly lower than the state average, with 25% of all residents in Albemarle County living below the poverty line; and (10) the PVCC service region is characterized by a highly professional workforce concentrated within government (40%) or services (30%). PVCC must continue to assess the current job market and employment trends to best prepare citizens to be competitive and competent. (KP)

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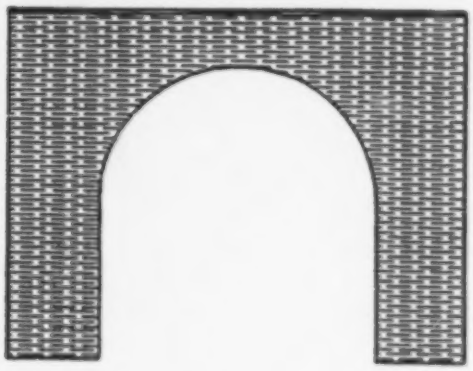

Forging Ahead into the Twenty-First Century:

A Demographic Profile of the PVCC Service Region

Office of Institutional Research and Planning

Piedmont Virginia Community College

Charlottesville, VA 22901

Research Report Number 5-94

August 1994

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Forging Ahead into the Twenty-First Century: A Demographic Profile of the PVCC Service Region

INTRODUCTION

In 1969, a steering committee representing the governing boards of Albemarle, Buckingham, Fluvanna, Greene, and Nelson counties, and the City of Charlottesville, petitioned the State Board for Community Colleges to establish a community college region in central Virginia. At the time, there were eleven community colleges operating in Virginia with approval for an additional nine to be opened within two years. No community college existed in the Piedmont region of central Virginia. Although the University of Virginia (UVA) was located in the heart of this newly created service region, its highly selective nature and admission to only full-time males provided little opportunity to the diverse population of the region. The steering committee had ample reason to believe the educational needs of area citizens were ill served. The State Board for Community Colleges agreed.

In the following year, a permanent site for the new community college was purchased by the local governments. Additional land was allocated through a transfer of state-owned property from the Blue Ridge Sanatorium. On April 17, 1972, groundbreaking

ceremonies were held, and in the fall of 1972, Piedmont Virginia Community College (PVCC) began offering classes in temporary locations in Albemarle County, the City of Charlottesville, and on the grounds of UVA. By the spring of 1973, the new facilities were completed and instruction began on the campus during the summer term.

Sensitive to the diverse educational needs of the citizens within the region, the mission statement of PVCC reflects its commitment to excellence in teaching and leadership in community service. This commitment is carried out through a broad range of services, including occupational/technical education, college-transfer education, developmental courses, general education, continuing adult education, and community services. In 1992, PVCC strengthened its mission of service by adopting a statement on multicultural diversity. Using pointed language, the statement reads:

> We are committed to creating and nurturing a campus environment which both welcomes and empowers all individuals. We recognize cultural differences of background, experience, and national origin, and we seek to promote a genuine understanding of and appreciation for these differences. We seek as well to recognize and promote the common bonds of humanity which cross the boundaries of cultural difference.[1]

Much change has occurred within the region since PVCC first opened in 1972, and inevitably, world, national, state, and local events will continue to influence the region as the Twenty-First Century draws near. If PVCC is to continue to meet the needs of

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[1]*Piedmont Virginia Community College Catalog, 1993-94* (Charlottesville, VA: Piedmont Virginia Community College, 1993), p.2.

its students, it is imperative that the college closely monitor the changing characteristics of the region. It is the purpose of this study to describe the PVCC service region in terms which aid the college's strategic planning efforts.

Specifically, the study is designed to supplement previous studies by providing descriptive data on the service region area, its citizens, and its economy. In July of 1990, a study was published entitled *Beyond the 90's: The Changing Character of the PVCC Service Region.*[2] Much of the information in this current report is an extension of the 1990 study, with the addition of 1990 census information, as well as recently published state profiles and projections. Further information regarding the service region may be obtained through a study published in August of 1991, entitled *Serving the Community: Results of the 1991 PVCC Community Survey.*[3] This study, the result of a community survey of the service region, focuses mainly on campus services, resources, and facilities.

As in the earlier two studies noted above, an attempt has been made to identify major trends which might impact the college's service as it forges ahead into the twenty-first century. It is the intent of this report to provide a convenient, written source of key facts regarding the region PVCC serves.

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[2]Ronald B. Head, *Beyond the 90's: The Changing Character of the PVCC Service Region* (Charlottesville, VA: Piedmont Virginia Community College, Office of Institutional Research and Planning, July 1990).

[3]Ronald B. Head, *Serving the Community: Results of the 1991 PVCC Community Survey* (Charlottesville, VA: Piedmont Virginia Community College, Office of Institutional Research and Planning, August 1991).

AREA AND POPULATION

The PVCC service region consists of six counties--Albemarle, the northern half of Buckingham, Fluvanna, Greene, Louisa (which is shared with J. Sargeant Reynolds Community College), and Nelson. The City of Charlottesville is also included within the service region (see Figure 1).

Albemarle County, established in 1744, consists of 725 square miles, ranging in terrain from rolling hills in the east to the Blue Ridge Mountains in the west. The largest employer of county residents is the University of Virginia. Albemarle County is also home of historic landmarks: Monticello, home of Thomas Jefferson; Ash Lawn, home of James Monroe; and Michie Tavern.

Buckingham County, founded in 1761, consists of 583 square miles of mostly rolling terrain. The county seat is located in the town of Buckingham. The largest town in the county, however, is Dilwyn, five miles east of Buckingham. Appomattox-Buckingham State Forest is located in the southeastern corner of the county, as is Holliday Lake State Park.

Fluvanna County was established in 1777 and encompasses 290 square miles of rolling terrain. The county seat is the town of Palmyra. In the western section of the county is the 500-acre lake and recreational community, Lake Monticello. Further east is the town of Fork Union, where a private military academy of the same name is located. The James River flows through the southeastern corner of the county.

FIGURE 1: MAP OF THE PVCC SERVICE REGION

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Greene County, named for General Nathaniel Greene of Revolutionary War fame, was founded in 1838 and covers 157 square miles of steeply mountainous terrain in the west and gently sloping terrain in the east. Standardsville is the county seat.

Louisa County is the oldest locality within the PVCC service region, established in 1742. The county consists of 497 square miles of gently rolling terrain. The county seat is the town of Louisa, and north of Louisa is Lake Anna, the largest body of water within the service region, consisting of 13,000 acres and over 200 miles of shoreline.

Nelson County, founded in 1807, consists of 474 square miles of rolling to mountainous terrain. In the western part of the county lies Wintergreen Resort, occupying 10,000 acres in the Blue Ridge Mountains, and offering a full range of recreational sports and activities.

The City of Charlottesville was incorporated in 1880 and consists of ten square miles located in the center of Albemarle County. UVA is situated within the city, as are the two major medical centers within the service region--the UVA Health Sciences Center and Martha Jefferson Hospital. In many respects, the City of Charlottesville is regarded as the educational, cultural, and economic center of the PVCC service region.

Table 1 displays the amount of forest and non-forest land within the PVCC service region. Seventy-one percent of total land within the service region is forested. The percentage of forest land within the Commonwealth is slightly lower at 63 percent. Buckingham County (80.8%) and Nelson County (76.9%) have the greatest density of forest land while Albemarle County (62.3%) and Greene County (68.6%) have the least.

Table 1: PVCC SERVICE REGION IN ACRES BY LAND CLASS (1992)

Locality	Forest Land	Pct.	Non-Forest Land	Pct.	TOTAL
Albemarle	293,436	62.3%	177,393	37.7%	470,830
Buckingham	150,831	80.8%	35,870	19.2%	186,701
Fluvanna	137,348	74.0%	48,162	26.0%	185,511
Greene	68,858	68.6%	31,513	31.4%	100,372
Louisa	114,269	71.9%	44,634	28.1%	158,903
Nelson	233,316	76.9%	70,274	23.1%	303,591
Charlottesville	(Included in Albemarle County figures.)				
Total	998,057	71.0%	407,846	29.0%	1,405,907

SOURCE: Virginia Statistical Abstract, 1994-95 Edition
Center for Public Service, University of Virginia, 1994.
Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the land for each county is counted in this table.

Just under one-third of all land within the service region is farmland. In 1987, the year for which the most recent figures are available, 1,995 farms were located within the service region, totalling 449,266 acres (32.0% of all service region land). The

average size farm covered 220 acres. Table 2 shows that Albemarle (39.7%) and Greene (39.2%) counties have the greatest percentage of land being devoted to farming, while Buckingham County has the least, with just over 20 percent of its land being used for farming.

Table 2: AGRICULTURE WITHIN THE PVCC SERVICE REGION (1987)

Locality	Number of Farms	Average Size per Farm (acres)	Total Farm Acreage	Percent of all Land
Albemarle County	772	242	186,824	39.7%
Buckingham County	173	229	39,617	21.2%
Fluvanna County	261	234	61,074	32.9%
Greene County	225	175	39,375	39.2%
Louisa County	199	223	44,266	27.9%
Nelson County	365	214	78,110	25.7%
Charlottesville	(Included in Albemarle County figures.)			
Total	1,995	220	449,266	32.0%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Because Buckingham and Louisa counties are shared with other VCCS institutions only one-half the number of farms and one-half the total acreage are included in this table.

Between 1982 and 1987, the number of farms within the region decreased from 2,220 to 1,995 (10.1% decrease). The total farm acreage decreased by 6.8 percent. Although the average acreage per farm rose by 3 acres during the five year period, the decline in the number of farms and total farm acreage for the service region is expected to continue in the future.

The area of the service region in square miles, as well as the 1990 population and population density, are presented in Table 3. The largest locality in terms of area and population is Albemarle County. The smallest locality in both area and population is

Greene County.[4] Density within the region ranges from 22 persons per square mile in Buckingham County to 4,048 persons per square mile in the City of Charlottesville. The average density for the region is 73 persons per square mile. This average falls well short of the state average of 156 persons per square mile. In terms of population, the PVCC service region comprises roughly 2.6 percent of the total statewide population, while land within the service region comprises 5.1 percent of the total land within the Commonwealth. The City of Charlottesville is the twelfth largest city in the Commonwealth.

Table 3: AREA, POPULATION, AND DENSITY OF THE PVCC SERVICE REGION (1990)

Locality	Area (square miles)	Population (1990)	Density (no. people per square mile)
Albemarle County	725	68,172	94
Buckingham County	292	6,437	22
Fluvanna County	290	12,429	43
Greene County	157	10,297	66
Louisa County	249	10,163	41
Nelson County	475	12,778	27
City of Charlottesville	10	40,475	4,048
Total	2,198	160,750	73

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half the area and one-half the population for each county are included in this table.

Population growth within the service region is presented in Table 4 and graphically in Figure 2. Between 1970 and 1980, service region population grew by 23.8 percent; between 1980 and 1990, it grew by 14.2 percent; and between 1990 and 2000, the population is expected to grow by 11.4 percent. Total growth

[4] Note that Greene County population is least in that only one-half of Louisa and Buckingham counties are counted in Table 3.

between 1970 and 2000 within the service region is projected to be approximately 57.5 percent.

Table 4: POPULATION GROWTH WITHIN THE PVCC SERVICE REGION (1970-2010)

Locality	Historical			Projected		Growth (Rate of Change)			Average Annual Rate of Change		
	1970	1980	1990	2000	2010	1970-1980	1980-1990	1990-2000	1970-1980	1980-1990	1990-2000
Albemarle County	37,789	55,783	68,040	79,081	90,148	47.6%	22.0%	16.2%	4.8%	2.2%	1.6%
Buckingham County	5,299	5,876	6,437	6,691	6,805	10.9%	9.5%	3.9%	1.1%	1.0%	0.4%
Fluvanna County	7,621	10,244	12,429	14,503	16,206	34.4%	21.3%	16.7%	3.4%	2.1%	1.7%
Greene County	5,248	7,625	10,297	13,103	15,207	45.3%	35.0%	27.3%	4.5%	3.5%	2.7%
Louisa County	7,002	8,913	10,163	11,296	12,205	27.3%	14.0%	11.1%	2.7%	1.4%	1.1%
Nelson County	11,702	12,204	12,778	13,301	13,797	4.3%	4.7%	4.1%	0.4%	0.5%	0.4%
Charlottesville	38,880	39,916	40,341	40,817	41,225	2.7%	1.1%	1.2%	0.3%	0.1%	0.1%
Total	113,532	140,560	160,485	178,792	195,592	23.8%	14.2%	11.4%	2.4%	1.4%	1.1%

SOURCE: Virginia Population Projections 2010, Virginia Employment Commission, 1990.

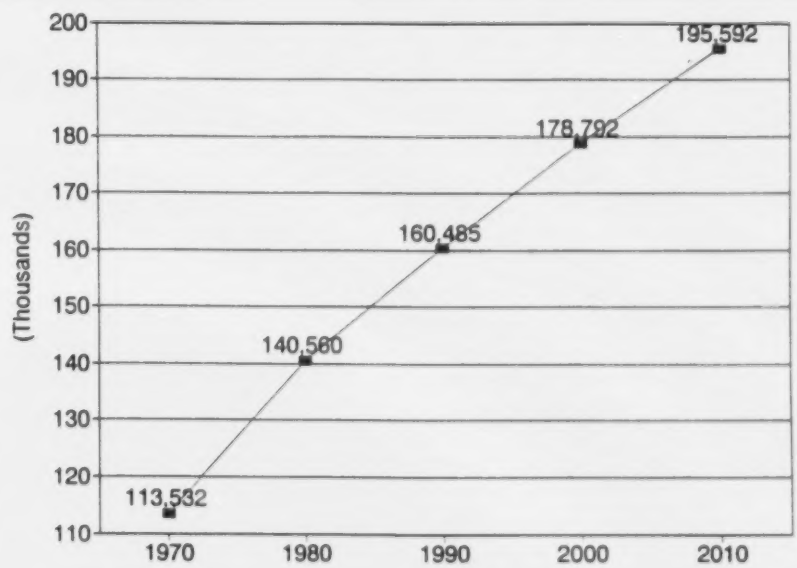

FIGURE 2: PVCC SERVICE REGION POPULATION GROWTH (1970-2010)

The greatest growth over the 30-year period between 1970 and 2000 is expected to be within Greene County (149.7% increase), followed by Albemarle County (109.3% increase). The localities experiencing the least growth are the City of Charlottesville (5.0% increase) and Nelson County (13.7% increase). Although no locality within the service region has experienced a decrease in population, the *rate of growth* has steadily decreased since 1970 and is projected to decrease beyond the year 2000. The only exceptions to this are projected to occur in Nelson County (1980-1990) and the City of Charlottesville (1990-2000), both of which recorded (and anticipate) slight increases in the *rate of growth*. The service region annual rates of growth for 1970 - 1980 (2.4%), 1980 - 1990 (1.4%), and 1990 - 2000 (1.1%) have in the last two decades begun to mirror the state average rates of growth for the same periods (1.5%, 1.5%, and 1.1%, respectively).

The percent of total service region population enrolled at PVCC, the PVCC service region headcount distribution, and the PVCC service region population distribution are shown in Table 5. Five of the seven localities enroll the same or a higher percentage of their population than the service region average (2.3%) -- Albemarle County (2.3%), Fluvanna County (2.3%), Louisa County (2.4%), the City of Charlottesville (2.6%), and Greene County (2.8%). These same localities, with the exception of Fluvanna County, also enroll a higher percentage of PVCC service region students than the percentage of residents within the total service region population.

Perhaps the reason that Nelson, Buckingham, and Fluvanna Counties enroll fewer students than other localities may be related to their geographic distance from the college. While approximately 20 percent of the service region population resides within these localities, only 15 percent of the students attending PVCC come from these counties. Furthermore, less than 5 percent of the combined populations of these counties enroll at PVCC. On the other hand, Greene County, with the fastest growing population (See Table 4), enrolls the greatest number of residents at 2.8 percent. These figures indicate that the accessibility of college programs and services in the outlying counties may be need to be addressed.

Table 5: PVCC STUDENT HEADCOUNT AND SERVICE REGION POPULATION (1990)

Locality	Pct. of Population enrolled at PVCC (Headcount)	PVCC Service Region Headcount Distribution	Service Region Population Distribution
Albemarle County	2.3%	43.3%	43.2%
Buckingham County	1.1%	1.9%	3.9%
Fluvanna County	2.3%	7.8%	7.9%
Greene County	2.8%	8.3%	6.8%
Louisa County	2.4%	6.6%	6.3%
Nelson County	1.5%	5.0%	7.7%
Charlottesville	2.6%	27.0%	24.2%
Total	2.3%	---	---

The percentage of the service region population enrolled at PVCC (headcount) is determined by dividing the headcount from each locality by the population. Headcount data is actual fall end-of-term figures; population data is 1990 census figures. Note that since PVCC "shares" Louisa and Buckingham counties with other community colleges, only one-half of the populations of these counties are used in determining the enrollment-to- population percentages.

Distribution figures are (1) the percentage of PVCC students from each service region locality (out-of-district and out-of-state are excluded), and (2) the population percentage for each service region locality. Again, only one-half of the populations of Buckingham and Louisa Counties are used in calculating these figures.

POPULATION CHARACTERISTICS

The age distribution for the PVCC service region population in 1990, and the projected distributions for the years 2000 and 2010, are shown in Table 6. As can be seen, in 1990, just over one-quarter of the population was under the age of 19; roughly 11 percent were between 20 and 24; 18.2 percent between 25 and 34; 28.9 percent between 35 and 60; and 15.6 percent over the age of 60. By the year 2000, the 25 to 34 year old age category, and 45 to 59 year old age category is expected to reflect greater growth than any other category. By the year 2010, the increase in the older adult population will result in a service region population where close to 40 percent of the residents are over the age of 45.

The increase in service region population age, by age category, between 1990 and 2010 is shown in Table 7. The largest increase will occur in the 45 to 59 year age bracket (77.5%), with the second largest increase among those 60 years of age and older (50.4%). The number of persons 15 to 19 years old is expected to increase 30 percent over the period. However, the number 20 to 24 years old is expecting a marginal growth rate of 8.8 percent, and the 25 to 34 year old age category will see a decrease of 7.1 percent. Currently, the age category with the greatest percentage of PVCC students is the 25 to 34 age category (28.6%).

Table 6: AGE DISTRIBUTION OF THE PVCC SERVICE REGION POPULATION (1990, 2000, 2010)

	Albemarle		Buckingham		Ch'ville		Fluvanna		Greene		Louisa		Nelson		TOTAL	
YEAR	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
1990																
0-14	13,078	19.2%	1,252	19.5%	6,311	15.6%	2,688	21.6%	2,405	23.4%	2,136	21.0%	2,575	20.2%	30,446	19.0%
15-19	6,247	9.2%	437	6.8%	2,585	6.4%	746	6.0%	631	6.1%	681	6.7%	828	6.5%	12,155	7.6%
20-24	6,361	9.3%	417	6.5%	7,812	19.4%	772	6.2%	631	6.1%	617	6.1%	680	5.3%	17,290	10.8%
25-34	12,486	18.4%	1,103	17.1%	7,971	19.8%	2,151	17.3%	1,969	19.1%	1,678	16.5%	1,875	14.7%	29,234	18.2%
35-44	11,073	16.3%	997	15.5%	4,945	12.3%	1,882	15.1%	1,752	17.0%	1,543	15.2%	2,022	15.8%	24,215	15.1%
45-59	9,633	14.2%	982	15.3%	4,380	10.9%	1,905	15.3%	1,542	15.0%	1,625	16.0%	2,101	16.4%	22,168	13.8%
60+	9,162	13.5%	1,249	19.4%	6,337	15.7%	2,285	18.4%	1,367	13.3%	1,885	18.5%	2,697	21.1%	24,982	15.6%
TOTAL	68,040	100.0%	6,437	100.0%	40,341	100.0%	12,429	100.0%	10,297	100.0%	10,163	100.0%	12,778	100.0%	160,491	100.0%
2000																
0-14	14,662	18.5%	1,366	20.4%	6,433	15.8%	3,250	22.4%	2,804	21.4%	2,272	20.1%	2,513	18.9%	33,301	18.6%
15-19	7,848	9.9%	412	6.2%	3,036	7.4%	895	6.2%	831	6.3%	760	6.7%	852	6.4%	14,634	8.2%
20-24	6,050	7.7%	331	4.9%	7,446	18.2%	692	4.8%	720	5.5%	589	5.2%	610	4.6%	16,437	9.2%
25-34	10,960	13.9%	910	13.6%	6,824	16.7%	1,779	12.3%	1,935	14.8%	1,387	12.3%	1,473	11.1%	25,268	14.1%
35-44	12,653	16.0%	1,048	15.7%	5,335	13.1%	2,357	16.3%	2,244	17.1%	1,955	17.3%	2,163	16.3%	27,756	15.5%
45-59	15,051	19.0%	1,292	19.3%	5,806	14.2%	2,734	18.9%	2,651	20.2%	2,227	19.7%	2,907	21.9%	32,669	18.3%
60+	11,858	15.0%	1,334	19.9%	5,937	14.5%	2,796	19.3%	1,918	14.6%	2,107	18.6%	2,783	20.9%	28,734	16.1%
TOTAL	79,082	100.0%	6,691	100.0%	40,817	100.0%	14,503	100.0%	13,103	100.0%	11,296	100.0%	13,301	100.0%	178,799	100.0%

Table 7: PVCC SERVICE REGION PROJECTED GROWTH BY AGE DISTRIBUTION AND LOCALITY BETWEEN 1990 AND 2010

AGE	Albemarle	Buck-ingham	Charlot-tesville	Fluvanna	Greene	Louisa	Nelson	TOTAL
0 - 14	15.3%	1.4%	-3.0%	23.9%	15.3%	4.5%	-8.8%	8.9%
15 - 19	35.8%	5.3%	25.6%	54.4%	49.8%	19.1%	-7.9%	30.5%
20 - 24	20.7%	-8.9%	-2.4%	8.4%	47.5%	6.3%	4.7%	8.8%
25 - 34	0.2%	-26.7%	-13.3%	-13.9%	11.5%	-13.9%	-21.1%	-7.1%
35 - 44	1.0%	-14.2%	-12.5%	2.4%	17.9%	4.7%	-15.1%	-2.1%
45 - 59	86.1%	49.2%	56.2%	84.2%	116.0%	76.5%	62.2%	77.5%
60 & over	89.1%	25.5%	-2.8%	57.7%	116.9%	36.7%	25.0%	50.4%
Total	32.6%	5.7%	2.2%	30.4%	47.7%	20.1%	8.0%	21.9%

SOURCE: Virginia Population Projections 2010, Virginia Employment Commission, 1990.

As is graphically shown in Figure 3, the next twenty years will bring a substantial increase in the primary and secondary school population, and a huge increase in older adults (45 years of age and older). The next twenty years will also see a slight decrease in the age group, 20 to 34 year olds, that represents half of the PVCC student body (see Table 8). In order to better serve the residents of the service region during this period, it is imperative that the college focus attention on older adults and provide resources that will attract this age group to campus. Similarly, there is an anticipated increase in the number of traditional age students, an age category which accounts for one-third of the PVCC student population. The greatest service to the community will best be achieved by targeting the two growing populations -- traditional college-aged adults and older adults.

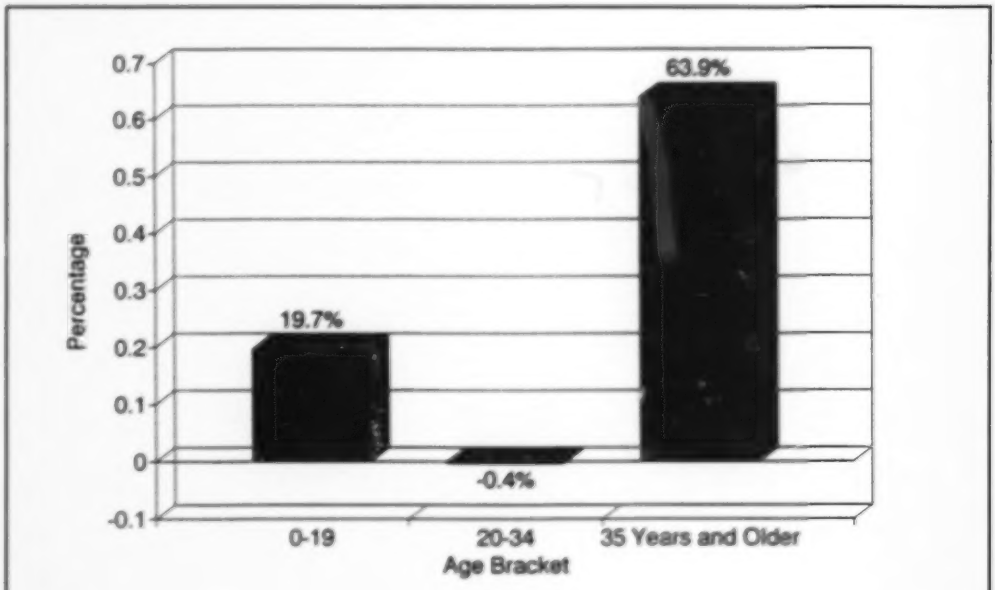

FIGURE 3: PVCC SERVICE REGION PROJECTED GROWTH BY AGE (1990-2010)

Table 8: COMPARISON OF PVCC SERVICE REGION POPULATION AND PVCC HEADCOUNT BY RACE, SEX, AND AGE

CATEGORY	Service Region Population (1994 projected Figures) No.	Pct.	PVCC In-District Headcount (Fall Semester 1993) No.	Pct.
RACE:				
White	136,927	81.60%	3,293	85.07%
Non-White	30,872	18.40%	578	14.93%
SEX:				
Male	81,330	48.47%	1,417	36.61%
Female	86,477	51.53%	2,434	62.88%
AGE:				
0-15	31,588	18.82%	0	0.00%
15-19	13,146	7.83%	570	14.72%
20-24	16,950	10.10%	777	20.07%
25-34	27,646	16.47%	1,115	28.80%
35-44	25,630	15.27%	875	22.60%
45-59	26,368	15.71%	479	12.37%
60 & over	26,481	15.78%	55	1.42%
Total	167,809	100.00%	3,871	100.00%

SOURCE: Virginia Population Projections 2010, Virginia Employment Commission, 1990

The 1990 census reveals that slightly under 20 percent of the PVCC service region population is non-white (see Table 9). The largest minority group within the region is African-American, accounting for 85 percent of all non-whites. Both the number of African-Americans and the percentage of African-Americans within the region have dropped since the 1980 census. However, the Asian population has grown rapidly during the last decade and now accounts for 1.7 percent of the total service region population and 8.5 percent of the non-white population. Between 1980 and 1990, the Asian population within the service region grew by 192 percent. The Hispanic population accounts for 5 percent of the non-white service region population, while the Indian population represents only 0.6 percent.

Table 9: PVCC SERVICE REGION POPULATION BY RACE (1990)

Locality	White No.	White Pct.	Black No.	Black Pct.	Indian No.	Indian Pct.	Asian No.	Asian Pct.	Hispanic No.	Hispanic Pct.	Other No.	Other Pct.
Albemarle County	59,264	87.1%	6,824	10.0%	75	0.1%	1,643	2.4%	786	1.2%	234	0.3%
Buckingham County	3,782	58.8%	2,630	40.8%	9	0.1%	14	0.2%	19	0.3%	3	0.0%
Fluvanna County	9,522	76.6%	2,846	22.9%	21	0.2%	18	0.1%	69	0.6%	22	0.2%
Greene County	9,579	93.0%	664	6.4%	13	0.1%	27	0.3%	53	0.5%	14	0.1%
Louisa County	7,485	73.7%	2,617	25.7%	33	0.3%	19	0.2%	54	0.5%	10	0.1%
Nelson County	10,246	80.2%	2,406	18.8%	15	0.1%	26	0.2%	118	0.9%	85	0.7%
Charlottesville	30,684	76.1%	8,561	21.2%	39	0.1%	935	2.3%	476	1.2%	122	0.3%
Total	130,562	81.4%	26,547	16.5%	204	0.1%	2,681	1.7%	1,575	1.0%	490	0.3%

SOURCE: 1990 Census. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the populations of these counties are counted in this table.

The 1990 census also reveals that the distribution of non-whites--especially African-Americans--within the service region varies considerably. The localities with the largest percentage of African-Americans are Buckingham County (40.8%) and Louisa County (25.7%). The locality with the smallest percentage of African-Americans is Greene County (6.4%). In regard to minorities other than Black, the greatest concentrations are within Albemarle County and the City of Charlottesville. Eighty-seven percent of all minorities other than African-American reside within these two localities.

Between 1990 and 2000, the number of whites in the service region is projected to grow at a faster rate than the number of non-whites. By 2000, the number of whites is estimated to be

146,472, a 12 percent increase in number since 1990, while the number of non-whites is estimated to be 32,320, an 8 percent increase. As can be seen in Figure 4, the percentage of non-whites in 1994 is estimated to be 18.4 percent; the percentage in both 1980 and 1990 was 18.6 percent.

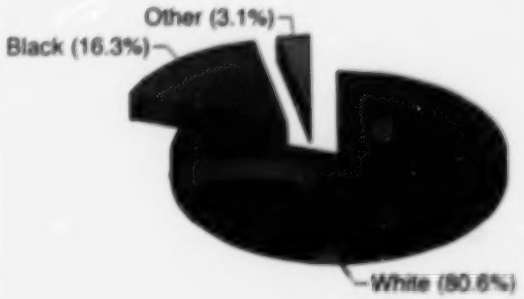

FIGURE 4: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY RACE (1994)

Table 10 shows that considerable differences exist within the service region with respect to projected population growth by race. For whites, the growth rates range from -8.1 percent in the City of Charlottesville to 49.9 percent in Greene County. For non-whites, the range is even broader, varying from -31 percent in Nelson County to 37 percent in Albemarle County. In both Albemarle County and the City of Charlottesville, the minority population is expected to grow at a faster rate than the non-minority population. In

Table 10: PVCC SERVICE REGION PROJECTED GROWTH BY RACE AND LOCALITY BETWEEN 1990 AND 2010

Locality	White	Nonwhite
Albemarle	31.8%	37.0%
Buckingham	9.9%	-0.2%
Fluvanna	43.7%	-13.3%
Greene	49.9%	18.5%
Louisa	35.7%	-23.5%
Nelson	17.6%	-31.0%
Charlottesville	-8.1%	35.0%
Total	23.4%	12.3%

SOURCE: Virginia Population Projections 2010, Virginia Employment Commission, 1990.

Greene County both white and non-white populations are expected to grow. In all other localities, the white population is expected to grow while the non-white population is expected to decrease.

The distribution of the PVCC service region by both race and sex between 1990 and 2010 is shown in Table 11. The service region population is expected to remain fairly well balanced with respect to sex, although women generally outnumber men by several percentage points (see Figure 5). Between 1990 and 2010, the number of women will increase at a slightly higher rate than the number of men (23.1% as compared to 20.5%). By the year 2010,

Table 11: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY RACE, SEX, AND LOCALITY (1990, 2000, 2010)

YEAR	Albemarle No.	Albemarle Pct.	Buckingham No.	Buckingham Pct.	Ch'ville No.	Ch'ville Pct.	Fluvanna No.	Fluvanna Pct.	Greene No.	Greene Pct.	Louisa No.	Louisa Pct.	Nelson No.	Nelson Pct.	TOTAL No.	TOTAL Pct.
1990																
White	59264	87.1%	3782	58.8%	30684	76.1%	9522	76.6%	9579	93.0%	7485	73.6%	10246	80.2%	130562	81.4%
Nonwhite	8776	12.9%	2655	41.2%	9657	23.9%	2907	23.4%	718	7.0%	2678	26.4%	2532	19.8%	29923	18.6%
Male	33209	48.8%	3360	52.2%	18935	46.9%	6127	49.3%	5111	49.6%	5019	49.4%	6252	48.9%	78013	48.6%
Female	34831	51.2%	3077	47.8%	21406	53.1%	6302	50.7%	5186	50.4%	5144	50.6%	6526	51.1%	82472	51.4%
TOTAL	68040	100.0%	6437	100.0%	40341	100.0%	12429	100.0%	10297	100.0%	10163	100.0%	12778	100.0%	160485	100.0%
2000																
White	68816	87.0%	4006	59.9%	29511	72.3%	11739	80.9%	12299	93.9%	8903	78.8%	11198	84.2%	146472	81.9%
Nonwhite	10265	13.0%	2685	40.1%	11306	27.7%	2764	19.1%	804	6.1%	2393	21.2%	2103	15.8%	32320	18.1%
Male	37987	48.0%	3467	51.8%	19198	47.0%	7123	49.1%	6475	49.4%	5511	48.8%	6545	49.2%	86306	48.3%
Female	41094	52.0%	3225	48.2%	21619	53.0%	7380	50.9%	6628	50.6%	5785	51.2%	6756	50.8%	92487	51.7%
TOTAL	79081	100.0%	6692	100.0%	40817	100.0%	14503	100.0%	13103	100.0%	11296	100.0%	13301	100.0%	178793	100.0%

the gap in numbers between women and men will have widened so that approximately 52 percent of the service region population will be female.

At PVCC, nearly two of every three students is female (see Table 8). This has been the trend since the college opened in 1972. As the college commits itself to becoming a multicultural center of learning, it is imperative that programs and services be assessed periodically to insure that no barriers exist with respect to access and full participation of all students. In light of the projected overall decrease in minority growth within the service region, continued efforts to meet the minority needs of students, faculty, and staff need to remain a high priority. Although PVCC is accustomed to matriculating non-traditional students, close assessment of the changing trends in demographics regarding age, gender, race, and socioeconomic status will greatly assist the college in developing effective programs and services.

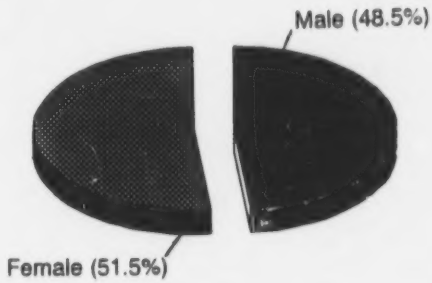

FIGURE 5: DISTRIBUTION OF PVCC SERVICE REGION POPULATION BY SEX (1994)

CONSTRUCTION, HOUSING, AND TRANSPORTATION

Between 1980 and 1990, the number of housing units within the PVCC service region increased one and one-half times the rate the population increased. Table 12 indicates that in 1980, 54,551 housing units were located within the service region; in 1990 the number was 66,042, a 21.1 percent increase.

The localities experiencing the largest growth in number of housing units were Greene County (35.8%) and Fluvanna County (31.5%). The locality experiencing the least growth was Charlottesville (4.9%).

Table 12: HOUSING UNITS IN THE PVCC SERVICE REGION (1980 AND 1990)

Locality	1990	1980	Percent Increase
Albemarle County	25,958	20,363	27.5%
Buckingham County	2,507	2,271	10.4%
Fluvanna County	5,035	3,828	31.5%
Greene County	4,154	3,059	35.8%
Louisa County	4,540	3,532	28.6%
Nelson County	7,063	5,500	28.4%
Charlottesville	16,785	15,998	4.9%
Total	66,042	54,551	21.1%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994.

While the growth in housing units was moderate, the increase in the cost of these homes was substantial. As can be seen in Table 13, the increase in the median value of housing in the PVCC service region between 1980 and 1990 ranged from 67.5 percent in Greene County to 104.1 percent in Fluvanna County. A home purchased for $44,000 in Greene County in 1980 was worth $73,000 in 1990, while a home purchased for $36,000 in Fluvanna County in 1980 was worth $75,000 in 1990. Figure 6 depicts graphically the increase in both number and median value of

Table 13: MEDIAN VALUE OF HOUSING IN THE PVCC SERVICE REGION (1980 AND 1990)

Locality	1990	1980	Percent Increase
Albemarle County	$111,200	$60,800	82.9%
Buckingham County	$44,900	$25,600	75.4%
Fluvanna County	$75,100	$36,800	104.1%
Greene County	$73,700	$44,000	67.5%
Louisa County	$64,400	$32,400	98.8%
Nelson County	$53,100	$26,800	98.1%
Charlottesville	$85,600	$50,000	71.2%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994.

housing during the 1980's.

Although the increase in the number and value of homes within the service region slowed during the 1980's as compared to the rapid growth of the 1970's, cost continues to rise at a greater rate than availability. In other words, there is an ample supply of homes in the service region, but the cost of these homes makes home ownership difficult for many residents. Spending more money for homes may result in many families having less money to spend on items such as higher education.

Construction, both residential and non-residential, continues to be a growth industry in central Virginia. Tables 14 and 15 show respectively the number and value of building permits issued by service region localities. As can be seen from

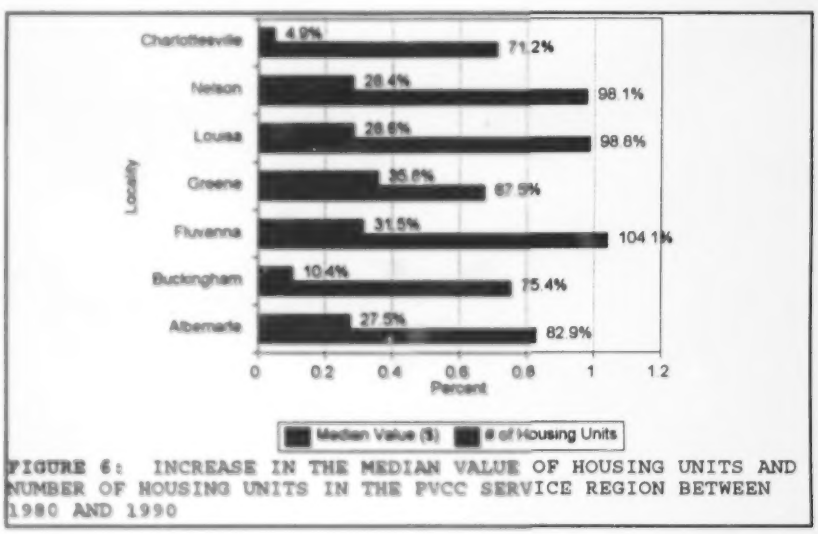

FIGURE 6: INCREASE IN THE MEDIAN VALUE OF HOUSING UNITS AND NUMBER OF HOUSING UNITS IN THE PVCC SERVICE REGION BETWEEN 1980 AND 1990

the tables, both the number and value of building permits have fluctuated widely during the late 1980's and early 1990's. This is not uncommon for the construction industry in general. Between 1988 and 1992, an average of 1,775 residential and an average of 387 non-residential permits were issued.

Table 14: RESIDENTIAL BUILDING PERMITS ISSUED IN THE PVCC SERVICE REGION (1985-1992)

Locality	1988 No./Value	1988 Increase	1989 No./Value	1989 Increase	1990 No./Value	1990 Increase	1991 No./Value	1991 Increase	1992 No./Value	1992 Increase
Albemarle County										
Number	590	-0.8%	1,203	103.9%	822	-31.7%	633	-23.0%	823	30.0%
Value	$57,088	3.9%	$99,669	74.6%	$61,098	-38.7%	$54,134	-11.4%	$72,362	33.7%
Buckingham County										
Number	110	423.8%	20	-81.8%	30	50.0%	29	-3.3%	39	34.5%
Value	$2,464	129.9%	$957	-61.2%	$1,434	49.8%	$1,929	34.5%	$2,044	6.0%
Fluvanna County										
Number	300	19.0%	270	-10.0%	272	0.7%	268	-1.5%	260	-3.0%
Value	$20,145	28.4%	$18,867	-6.3%	$20,713	9.8%	$20,595	-0.6%	$21,882	6.2%
Greene County										
Number	167	24.3%	160	-4.2%	157	-1.9%	219	39.5%	204	-6.8%
Value	$10,028	29.1%	$10,836	8.1%	$10,519	-2.9%	$15,725	49.5%	$15,225	-3.2%
Louisa County										
Number	158	22.2%	176	11.4%	206	17.0%	138	-33.0%	158	14.5%
Value	$6,794	4.5%	$7,448	9.6%	$9,223	23.8%	$8,701	-5.7%	$9,373	7.7%
Nelson County										
Number	189	8.6%	175	-7.4%	172	-1.7%	132	-23.3%	193	46.2%
Value	$16,498	8.0%	$18,503	12.2%	$19,263	4.1%	$15,520	-19.4%	$14,998	-3.4%
Charlottesville										
Number	151	28.0%	154	2.0%	100	-35.1%	69	-31.0%	127	84.1%
Value	$9,825	22.4%	$5,620	-42.8%	$4,435	-21.1%	$3,608	-18.6%	$5,026	39.3%
Total Number	1,665	13.7%	2,158	29.6%	1,759	-18.5%	1,488	-15.4%	1,804	21.2%
Total Value	$122,842	13.2%	$161,900	31.8%	$126,685	-21.8%	$120,212	-5.1%	$140,910	17.2%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994.
NOTE: Values are in thousands of dollars

Table 15: NON-RESIDENTIAL BUILDING PERMITS ISSUED IN THE PVCC SERVICE REGION (1985-1992)

Locality	1988		1989		1990		1991		1992	
	No./Value	Increase	No./Value	Increase	No./Value	Increase	No./Value	Increase	No./Value	Increase
Albemarle County										
Number	184	-2.1%	204	10.9%	193	-5.4%	157	-18.7%	165	5.1%
Value	$24,514	91.6%	$31,697	29.3%	$10,561	-66.7%	$15,790	49.5%	$16,723	5.9%
Buckingham County										
Number	25	92.3%	24	-4.0%	32	33.3%	21	-34.4%	33	57.1%
Value	$788	106.9%	$241	-69.4%	$1,348	459.3%	$256	-81.0%	$517	102.0%
Fluvanna County										
Number	25	316.7%	23	-8.0%	79	243.5%	32	-59.5%	37	15.6%
Value	$1,599	547.4%	$273	-82.9%	$2,705	890.8%	$439	-83.8%	$1,028	134.2%
Greene County										
Number	54	14.9%	39	-27.8%	53	35.9%	74	39.6%	31	-58.1%
Value	$1,424	-65.4%	$348	-75.6%	$1,667	379.0%	$769	-53.9%	$8,960	1,065.1%
Louisa County										
Number	11	120.0%	7	-36.4%	8	14.3%	3	-62.5%	4	33.3%
Value	$1,126	-35.6%	$1,132	0.5%	$561	-50.4%	$103	-81.6%	$775	652.4%
Nelson County										
Number	72	18.0%	49	-31.9%	70	42.9%	57	-18.6%	57	0.0%
Value	$1,035	-38.6%	$2,438	135.6%	$428	-82.4%	$364	-15.0%	$442	21.4%
Charlottesville										
Number	30	-26.8%	28	-6.7%	23	-17.9%	19	-17.4%	11	-42.1%
Value	$7,973	91.6%	$6,049	-24.1%	$16,548	173.6%	$1,037	-93.7%	$9,740	839.2%
Total Number	401	15.6%	374	-6.7%	458	22.5%	363	-20.7%	338	-6.9%
Total Value	$38,459	48.1%	$42,178	9.7%	$33,818	-19.8%	$18,758	-44.5%	$38,185	103.6%

SOURCE: Virginia Statistical Abstract 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the number and value are included in this table.

NOTE: Values are in thousands of dollars

Within the PVCC service region lie nearly 40 miles of interstate highway, almost 442 miles of primary highway, and over 2,200 miles of secondary highways (see Table 16). A close relationship exists between locality size and number of highway miles. Albemarle County, with nearly twice the area of any other locality, leads all localities in the number of highway miles with 952.72. The second largest locality within the region, Nelson

County, has the second highest number of highway miles, 574.64. Buckingham, Fluvanna, and Louisa counties are all similar in size and highway mileage. The smallest county, Greene, also has the least number of highway miles of any county within the service region.

Obviously, additional roads and improvements to existing roads will make educational opportunities at PVCC more readily available to citizens within the service region. However, it is unlikely that any further primary routes leading into Charlottesville will be built. Therefore, those residents living in remote areas of the outlying service region localities continue to be at an educational disadvantage. Satellite campus sites may be a response the college should consider.

Table 16: PVCC SERVICE REGION HIGHWAY MILEAGE BY TYPE (1991)

Locality	Interstate	Primary	Secondary	Frontage	Urban System	TOTAL
Albemarle County	31.03	146.52	771.53	---	3.64	952.72
Buckingham County	---	48.17	282.66	---	0.03	330.86
Fluvanna County	---	51.14	287.34	---	---	338.48
Greene County	---	27.14	180.66	---	0.40	208.20
Louisa County	8.28	59.75	246.35	---	2.43	316.79
Nelson County	---	108.80	465.74	---	0.10	574.64
Charlottesville	0.17	---	---	134.88	---	135.05
Total	39.48	441.52	2234.27	134.88	6.60	2856.74

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the highway milage of these counties is counted in this table.

In 1990, as is shown in Table 17, approximately 30 percent of all citizens within the PVCC service region commuted to work outside of the localities where they resided. Also recorded in

Table 17 are the means of transportation used in arriving at work. As might be expected most people drive alone. The large number of persons using public transportation in Albemarle County and the City of Charlottesville is a result of the expansive bus service which serves the two localities.

Table 17: JOURNEY TO WORK STATISTICS FOR THE PVCC SERVICE REGION (1990)

Locality	Persons Working Outside Locality of Residence	Means of Transportation		
		Drive Alone	Carpool	Public Transportation
Albemarle County	17,385	74.9%	15.4%	2.2%
Buckingham County	2,763	65.0%	28.2%	0.4%
Fluvanna County	4,345	71.5%	20.8%	0.5%
Greene County	3,802	67.1%	26.1%	0.6%
Louisa County	5,497	71.0%	23.0%	0.6%
Nelson County	3,136	66.4%	27.4%	0.7%
Charlottesville	5,001	60.8%	13.4%	6.0%
Total	41,929	68.2%	22.1%	1.9%

SOURCE: 1990 Census

EDUCATION

Because the PVCC service region ranges vastly in cultural heritage and background, the service region population represents a stark contrast in educational attainment. The 1990 census reveals that 71.5 percent of the service region residents have over 12 years of schooling and 26.8 percent have over 16 years of schooling (see Table 18). These figures are in line with state averages of 75.4 percent for those over 12 years of schooling and 24.5 percent for those with over 16 years of schooling. However, a closer look at individual localities shows the disparity between the Albemarle-Charlottesville area and all other localities. Both Albemarle County and the City of Charlottesville exceed the state averages in both categories. In fact, almost 40 percent of Albemarle County residents have obtained over 16 years of schooling. Fluvanna County is the only locality other than Albemarle County and Charlottesville to have 50 percent of the residents with 12 or more

Table 18: YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS OF AGE AND OLDER WITHIN THE PVCC SERVICE REGION (1980 AND 1990)

Locality	Over 12 Years of Schooling		Over 16 Years of Schooling	
	1980	1990	1980	1990
Albemarle County	70.1%	81.1%	32.7%	39.4%
Buckingham County	35.7%	54.2%	6.7%	7.9%
Fluvanna County	51.8%	68.6%	11.3%	16.3%
Greene County	49.2%	63.7%	10.4%	12.7%
Louisa County	40.9%	59.9%	7.2%	8.7%
Nelson County	36.6%	57.3%	10.1%	13.4%
Charlottesville	65.1%	75.6%	31.0%	34.1%
Total	59.5%	71.5%	24.4%	26.8%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994.

years of schooling. On the other hand, only 35.7 percent of Buckingham County residents have at least 12 years of schooling and only 7.9 percent of the residents have over 16 years of schooling. The location of the University of Virginia and PVCC within the county of Albemarle and City of Charlottesville explains the high educational attainment within these two localities. It is apparent, then, that a demonstrated need for educational opportunities lies within the outlying localities where just under one-half of all residents have never taken a college course.

Low pupil-teacher ratios in the public school districts within the PVCC service region suggest that the service region schools are providing greater individualized attention than schools in other parts of the state. Lower pupil-teacher ratios are one indication that more individualized attention, and perhaps better overall instruction, is occurring within a school or school

Table 19: PVCC SERVICE REGION PUBLIC SCHOOL PUPIL-TEACHER RATIOS (1991-92)

	ELEMENTARY			SECONDARY		
Locality	FTE Teaching Positions	End of Year Membership K-7	Pupil Teacher Ratio	FTE Teaching Positions	End of Year Membership K-7	Pupil Teacher Ratio
Albemarle County	480.9	6,742	14.0	244.0	3,347	13.7
Buckingham County	43.4	665	15.3	32.5	347	10.6
Fluvanna County	81.5	1,433	17.6	75.4	770	10.2
Greene County	86.0	1,249	14.5	59.0	626	10.6
Louisa County	67.7	1,209	17.9	53.7	574	10.7
Nelson County	92.6	1,295	14.0	62.2	729	11.7
Charlottesville	230.0	3,106	13.5	137.4	1,361	9.9
Total	1,082.1	15,699	14.5	664.3	7,754	11.7

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the FTE teaching positions and student membership from these counties are counted in this table.

district. As can be seen in Table 19, pupil-teacher ratios for the PVCC service region average 14.5 for elementary and 11.7 for secondary schools. These fall below the state averages of 15.6 and 12.3, respectively. Among elementary schools, only Fluvanna County (17.6) and Louisa County (17.9) have higher ratios than the state average. Among secondary schools, only one locality, Albemarle County (13.7), has a higher ratio than the state average. The City of Charlottesville boasts the best figures for both elementary and secondary schools with ratios of 13.5 and 9.9, respectively.

The total number of students enrolled in public schools within the PVCC service region during the late 1980's and early 1990's is shown in Table 20. Small yearly increases in the number of students occurred during the late 1980's, while more substantial increases occurred during the first three years of this decade. Between 1987-88 and 1992-93, three localities experienced

Table 20: PVCC SERVICE REGION PUBLIC SCHOOL ENROLLMENT (1987-88 THROUGH 1992-93)

Locality	1987-88		1988-89		1989-90		1990-91		1991-92		1992-93	
	No.	Pct. Change	No.	Pct. Change	No.	Pct. Change	No.	Pct. Change	No.	Pct. Change	No.	Pct. Change
Albemarle County	9,168	1.9%	9,437	2.9%	9,665	2.4%	10,111	4.6%	10,187	0.8%	10,463	2.7%
Buckingham County	1,041	-2.3%	1,013	-2.7%	1,008	-0.5%	1,027	1.9%	1,029	0.2%	1,041	1.2%
Fluvanna County	2,029	-1.7%	2,036	0.3%	2,098	3.0%	2,148	2.4%	2,210	2.9%	2,296	3.9%
Greene County	1,692	0.8%	1,725	2.0%	1,737	0.7%	1,798	3.5%	1,890	5.1%	2,033	7.6%
Louisa County	1,785	1.8%	1,752	-1.8%	1,775	1.3%	1,794	1.1%	1,815	1.2%	1,845	1.7%
Nelson County	2,088	-0.4%	2,080	-0.4%	2,073	-0.3%	2,036	-1.8%	2,040	0.2%	2,076	1.8%
Charlottesville	4,573	1.1%	4,517	-1.2%	4,430	-1.9%	4,450	0.5%	4,406	-1.0%	4,530	2.8%
Total	22,376	0.8%	22,560	0.8%	22,786	1.0%	23,364	2.5%	23,577	0.9%	24,284	3.0%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, University of Virginia, 1994.

considerable growth in enrollments (Greene [20.2%], Albemarle [14.1%], and Fluvanna [13.2%]), one locality experienced a small increase (Louisa [3.3%]), and three localities experienced small decreases or no increase at all (Charlottesville [-.09%], Nelson [-.05%], and Buckingham [0.0%]). Since 1990, Nelson County is the only locality to have had any decrease in student enrollment.

The number of public high school graduates within the service region between 1990 and 1993 is shown in Table 21. Figure 7 shows

Table 21: NUMBER OF HIGH SCHOOL GRADUATES WITHIN THE PVCC SERVICE REGION

Locality	1990 No.	1990 Pct.	1990 Increase	1991 No.	1991 Pct.	1991 Increase	1992 No.	1992 Pct.	1992 Increase	1993 No.	1993 Pct.	1993 Increase
Albemarle County	565	37.7%	-4.2%	572	39.1%	1.2%	633	42.8%	10.7%	566	39.4%	-10.6%
Buckingham County	63	4.2%	-7.4%	57	3.9%	-10.3%	54	3.7%	-5.3%	60	4.2%	12.1%
Fluvanna County	132	8.8%	0.8%	118	8.1%	-10.6%	98	6.6%	-16.9%	130	9.0%	32.7%
Greene County	109	7.3%	21.1%	85	5.8%	-22.0%	99	6.7%	16.5%	96	6.7%	- 3.0%
Louisa County	112	7.5%	-0.4%	107	7.3%	-4.5%	102	6.9%	-4.7%	93	6.5%	-8.8%
Nelson County	139	9.3%	12.1%	133	9.1%	-4.3%	130	8.8%	-2.3%	140	9.7%	7.7%
Charlottesville	204	13.6%	-19.0%	227	15.5%	11.3%	208	14.1%	-8.4%	200	13.9%	-3.8%
Total	1,324	88%	-3.2%	1,299	89%	-2.5%	1,324	90%	1.2%	1,285	89%	-2.8%

SOURCE: Ronald B. Head, *PVCC Service Region High School Graduates*, (Charlottesville, VA: Piedmont Virginia Community College, Office of Institutional Research and Planning, April 1994). Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the graduates are counted in this table.

that over the four-year period, 39.7 percent of all high school graduates have come from Albemarle County. This is almost three times as many as the next two highest localities, Charlottesville (14.3%) and Louisa County (14.1%). All other localities contribute less than 10 percent of the total graduates.

The number of high school graduates decreased 3.2 percent between 1989 and 1990, and decreased 2.5 percent between 1990 and 1991. A slight increase of 1.2 percent occurred between 1991 and 1992, and then another drop of 2.8 percent occurred between 1992 and 1993.

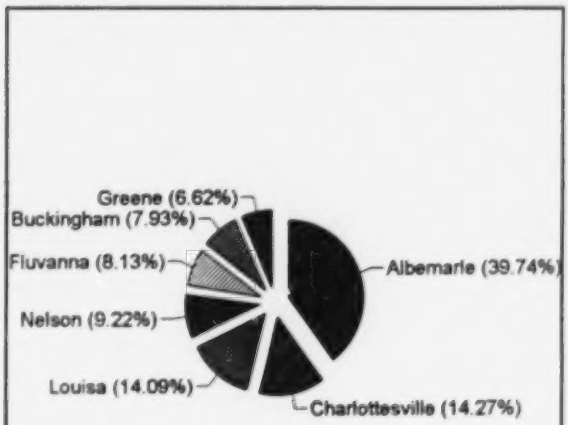

FIGURE 7: PVCC SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES (1990-1993)

According to the recent study, *PVCC Service Region High School Graduates*[5], the decline in graduates is expected to be reversed beginning this year. However, high school graduation rates have not proved to be good college enrollment predictors due to the low number of actual enrollments directly from high school. The report indicates that more importantly, simply maintaining a continued 20 percent enrollment rate among high school graduates over the next twenty years will result in an additional 100 to 150 additional students per year during the first decade of the Twenty-First Century. This should hold true for the service region if the projected growth of 15-19 year olds over the next 20 years proves accurate (See Table 7).

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[5]Ronald B. Head, *PVCC Service Region High School Graduates* (Charlottesville, VA: Piedmont Virginia Community College, Office of Institutional Research and Planning, April, 1994).

INCOME AND EMPLOYMENT

Family and household income in the PVCC service region are on the average lower than in the state of Virginia as a whole. The median family income for the region in 1989 was $36,640, an amount considerably lower than the statewide median family income of $38,213 (see Table 22). Similarly, the median household income for the region, $30,325, was considerably lower than the statewide median household income of $33,328.

Table 22: PVCC SERVICE REGION MEDIAN FAMILY AND MEDIAN HOUSEHOLD

	Median Family Income			Median Household Income		
Locality	No. of Families	Median Income	Rank	No. of Households	Median Income	Rank
Albemarle County	17,102	$42,661	17/136	24,387	$36,886	21/136
Buckingham County	1,650	$27,164	103/136	2,198	$22,661	97/136
Fluvanna County	3,538	$34,776	41/136	4,495	$31,378	37/136
Greene County	2,910	$33,237	48/136	3,737	$29,799	41/136
Louisa County	2,805	$31,294	66/136	3,726	$26,169	63/136
Nelson County	3,588	$27,893	97/136	4,788	$23,705	87/136
Charlottesville	8,403	$33,729	44/136	16,099	$24,190	83/136
Total	39,996	$36,640	--	59,430	$30,325	--
Virginia	1,642,735	$38,213	--	2,294,722	$33,328	--

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Note that because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the number of families and households is included in this table.

However, as can be seen in Figure 8, the median income varies considerably from one locality to another. Within Albemarle County, both median family income ($42,661) and the median household income ($36,886) are much higher than the statewide averages. Albemarle County ranked 17th of 136 localities in median family income and 21st in household income. Buckingham County, on

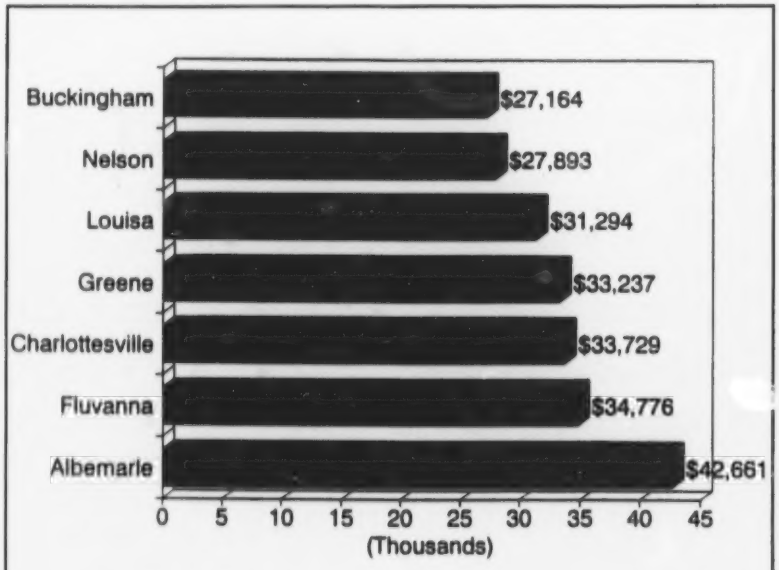

FIGURE 8: PVCC SERVICE REGION MEDIAN FAMILY INCOME (1989)

the other hand, ranked 103rd in family income ($27,164) and 97th in household income ($22,661).

Table 23 provides the per capita personal income for the PVCC service region between 1987 and 1991. With the exception of Albemarle County, all other locality per capita income fell well short of the statewide average. Buckingham County and Greene County fared the worst over the five year period. It is not surprising, then, that the number of persons living below the poverty level is relatively high within the service region.

Table 23: PER CAPITA PERSONAL INCOME FOR PVCC SERVICE REGION (1987-1991)

Locality	1991	1990	1989	1988	1987
Albemarle County	$20,303	$20,197	$19,793	$18,102	$16,704
Buckingham County	$13,042	$13,056	$12,403	$11,604	$10,768
Fluvanna County	$15,152	$14,886	$13,488	$12,493	$11,866
Greene County	$13,598	$13,955	$14,558	$12,712	$11,808
Louisa County	$14,958	$14,989	$14,505	$13,337	$12,666
Nelson County	$16,080	$15,135	$14,219	$13,082	$12,697
Charlottesville	(Included in Albemarle County figures)				
Average Income	$15,522	$15,370	$14,828	$13,555	$12,752
Virginia Average	$20,046	$19,701	$18,979	$17,665	$16,549

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994.

Table 24: RESIDENTS OF THE PVCC SERVICE REGION LIVING BELOW THE POVERTY LEVEL

Locality	Number Below Poverty	Percent of all Persons
Albemarle County	4,676	7.6%
Buckingham County	1,147	19.5%
Fluvanna County	1,287	10.5%
Greene County	1,260	12.3%
Louisa County	1,229	12.2%
Nelson County	1,924	15.2%
Charlottesville	9,025	23.7%
Total	20,548	13.0%
State Totals	611,611	10.2%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. Because Buckingham and Louisa Counties are shared with other VCCS institutions, only one-half the number of residents are counted in this table.

Table 24 shows the number of persons and percentage of all persons within the service region localities who fell below the poverty level in 1989. The poverty rate for the service region is considerably higher than the average for the state. Again, only Albemarle County has fewer residents (7.6%) living below the poverty rate than the state average (10.2%). The City of Charlottesville had more than twice as many residents (23.7%) living in poverty than on average for the state.

These tables all point to the fact that within the PVCC service region, there is both great affluence and poverty. Some of the nation's wealthiest citizens live in Albemarle County, yet 23.7 percent of Charlottesville residents are living below the poverty level. In Nelson County, the appalachian traditions celebrated in the television series, *The Walton's*, still flourish, while in western Nelson County, Wintergreen Resort thrives as an exclusive all-season resort.

Unemployment does not pose as serious a threat to the welfare of the service region as does poverty. As can be seen in Table 25,

the average unemployment rate in the region (5.4%) is lower than the statewide average unemployment rate (6.4%). However, as was the case with income, unemployment varies considerably from one locality to another. In Albemarle County and the City of Charlottesville, unemployment is under 5 percent. In the outlying counties, however, the unemployment rates range from 6.0 percent in Fluvanna County to 8.7 percent in Louisa County.

Table 25: PVCC SERVICE REGION CIVILIAN LABOR FORCE AND UNEMPLOYMENT (1992)

Locality	Total Civilian Labor Force	No. of Unemployed	Unemployment Rate
Albemarle County	37,256	1,536	4.1%
Buckingham County	2,952	200	6.8%
Fluvanna County	7,318	440	6.0%
Greene County	6,421	459	7.1%
Louisa County	6,075	530	8.7%
Nelson County	6,054	503	8.3%
Charlottesville	22,161	1,073	4.8%
Total	88,237	4,741	5.4%

SOURCE: Virginia Statistical Abstract, 1994-95 Edition, Center for Public Service, University of Virginia, 1994. The unemployment rate is the percent of unemployed within the civilian labor force. Because Buckingham and Louisa counties are shared with other VCCS institutions, only half the number of employed and unemployed persons from each of these counties are included in this table.

Table 26 presents covered employment and wages in the PVCC service region by type of employment. Well over one-third of all establishments in the region are service oriented. Services include hotels and lodging; personal and business services; auto services; repair services; entertainment, health, legal, social, and educational services; and private household services. Nearly 20 percent of all establishments are retail trade outlets, and 14 percent are construction-related. Nearly 30 percent of all employees in the service region are government workers. Of these,

62.1 percent are in state government (the vast majority at the University of Virginia), 31.9 percent in local government, and 6.1 percent in the federal government. Over 23 percent of all workers are employed in service industries, and 17 percent are employed in retail trade. Over one-third of the service region payroll goes to government workers; service industries account for 19.3 percent of the payroll, and manufacturing accounts for 13.1 percent.

Table 26: COVERED EMPLOYMENT AND WAGES IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (Quarter Ending June 30, 1993)

Locality	No. Establishments	Pct.	No. Employees	Pct.	Quarterly Gross Wages	Pct.	Annualized Avg. Wages per Employee
Manufacturing	300	6.6%	8,878	11.5%	$56,192,465	13.1%	$25,318
Wholesale Trade	212	4.7%	1,870	2.4%	$11,236,882	2.6%	$24,036
Retail Trade	873	19.2%	13,086	17.0%	$41,781,282	9.7%	$12,771
Finance, Insurance, Real Estate	382	8.4%	3,935	5.1%	$27,554,059	6.4%	$28,009
Services	1,785	0.0%	17,799	23.1%	$82,817,713	19.3%	$18,612
Construction	634	13.9%	4,110	5.3%	$21,641,559	5.0%	$21,065
Government	165	3.6%	22,686	29.5%	$157,344,551	36.6%	$27,744
Other	209	4.6%	4,596	6.0%	$31,210,621	7.3%	$27,163
Total	4,559	100.0%	76,959	100.0%	$429,779,130	100.0%	$22,338

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia." Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the covered employment for these counties is counted in this table.

Figure 9 shows the distribution of work establishments in the PVCC service region by type of employment. Figure 10 shows the distribution of employees by type of employment.

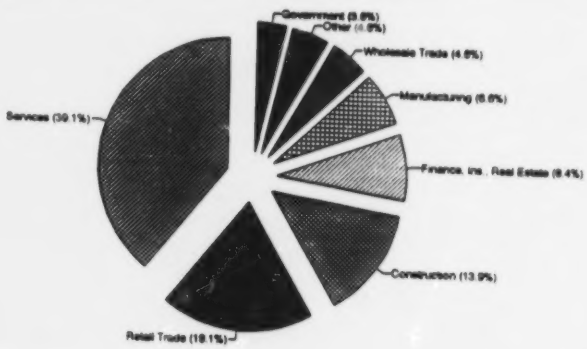

FIGURE 9: WORK ESTABLISHMENTS IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (1993)

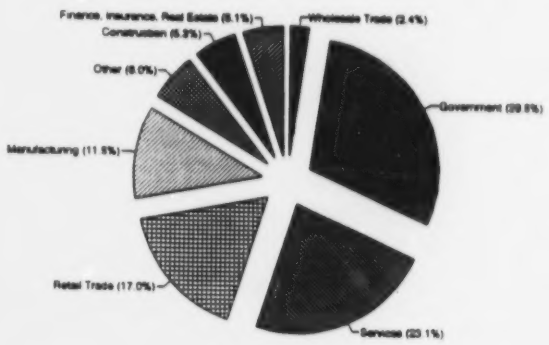

FIGURE 10: NUMBER OF EMPLOYEES IN THE PVCC SERVICE REGION BY TYPE OF EMPLOYMENT (1993)

Approximately 80 percent of all work establishments, employees, and gross wages in the service region are generated in the Charlottesville-Albemarle County area (see Table 27). Just over 43 percent of all work establishments are located in the City of Charlottesville, and 34.8 percent are located in Albemarle County. Over 47 percent of all employees work within the City of Charlottesville, and 38.2 percent work in Albemarle County. Over 46 percent of all gross wages are paid within the City of Charlottesville, and 40.9 percent are paid in Albemarle County.

Past trends indicate that government and services are the fastest growing sectors of the job market in the service region,

Table 27: COVERED EMPLOYMENT AND WAGES IN THE PVCC SERVICE REGION BY LOCALITY (Quarter Ending June 30, 1993)

Locality	No. Establishments	Pct.	No. Employees	Pct.	Quarterly Gross Wages	Pct.	Annualized Avg. Wages per Employee
Albemarle County	1,584	0.0%	29,370	38.2%	$175,685,285	40.9%	$23,927
Buckingham County	117	2.6%	1,279	1.7%	$5,794,740	1.3%	$18,130
Fluvanna County	238	5.2%	2,345	3.0%	$10,964,317	2.6%	$18,702
Greene County	173	3.8%	1,970	2.6%	$9,213,569	2.1%	$18,708
Louisa County	197	4.3%	2,820	3.7%	$16,589,984	3.9%	$23,532
Nelson County	280	6.1%	2,769	3.6%	$11,618,440	2.7%	$16,784
City of Charlottesville	1,970	0.0%	36,406	47.3%	$199,912,796	46.5%	$21,965
Total	4,558	100.0%	76,959	100.0%	$429,779,130	100.0%	$22,338

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia." Because Buckingham and Louisa counties are shared with other VCCS institutions, only one-half of the covered employment for these counties is counted in this table.

while manufacturing jobs continue to decline.

Based on these changing economic trends, PVCC should engage in routine assessment of its curriculum and program offerings. While this study does provide a basic overview of the service region, its

purpose is not to be the basis for institutional review; rather, the purpose is to provide the necessary information to allow the college to *identify those areas* that might best be served through a thorough review.

Tables 28-34 present covered employment and wages in each of the PVCC service region localities. In these tables, major industries (manufacturing; retail trade; finance, insurance, real estate; services; and government) are further subdivided, and the average weekly wage per employees is shown for all industries and business for which data are available.

Table 28: COVERED EMPLOYMENT AND WAGES IN ALBEMARLE COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	16	1.0%	212	0.7%	$1,068,194	0.6%	$388
Printing and Publishing	17	1.1%	114	0.4%	$563,202	0.3%	$380
Stone-Clay-Glass	3	0.2%	2	0.0%	$4,315	0.0%	$166
Electric and Electronic	5	0.3%	2,025	6.9%	$16,027,327	9.1%	$609
All Other Manufacturing	20	1.3%	2,792	9.5%	$18,578,904	10.6%	*
SUBTOTAL	61	3.9%	5,145	17.5%	$36,241,942	20.6%	$542
RETAIL TRADE							
Building and Garden Materials	17	1.1%	371	1.3%	$1,811,966	1.0%	$376
General Merchandise	17	1.1%	727	2.5%	$2,090,305	1.2%	$221
Food Stores	37	2.3%	318	1.1%	$865,640	0.5%	$209
Auto Dealers-Service Stations	34	2.1%	624	2.1%	$4,165,037	2.4%	$513
Apparel and Accessory	30	1.9%	371	1.3%	$794,057	0.5%	$165
Furnishings-Home Furnishings	29	1.8%	178	0.6%	$602,313	0.3%	$260
Eating and Drinking Establishments	60	3.8%	1,314	4.5%	$2,737,004	1.6%	$160
Miscellaneous Retail	72	4.5%	816	2.8%	$3,247,358	1.8%	$306
SUBTOTAL	296	18.7%	4,719	16.1%	$16,313,680	9.3%	$266
FINANCE, INSURANCE, RETAIL							
Banking	14	0.9%	181	0.6%	$934,621	0.5%	$397
Credit Agencies	7	0.4%	47	0.2%	$452,381	0.3%	$740
Insurance Carriers	10	0.6%	1,024	3.5%	$7,851,313	4.5%	$590
Insurance Agents/Brokers	24	1.5%	63	0.2%	$438,831	0.2%	$536
Real Estate	68	4.3%	532	1.8%	$2,486,609	1.4%	$360
Other	7	0.4%	66	0.2%	$560,049	0.3%	*
SUBTOTAL	130	8.2%	1,913	6.5%	$12,723,804	7.2%	$512
SERVICES							
Hotels and Lodging	16	1.0%	886	3.0%	$2,904,359	1.7%	$252
Personal Services	26	1.6%	172	0.6%	$489,828	0.3%	$219
Business Services	60	3.8%	879	3.0%	$3,137,486	1.8%	$275
Auto Repair and Garages	23	1.5%	182	0.6%	$701,182	0.4%	$296
Misc. Repair Services	13	0.8%	64	0.2%	$278,637	0.2%	$335
Motion Pictures	11	0.7%	39	0.1%	$78,917	0.0%	$156
Amusement and Recreation	33	2.1%	529	1.8%	$1,845,412	1.1%	$268
Health Services	66	4.2%	661	2.3%	$3,264,565	1.9%	$380
Legal Services	7	0.4%	87	0.3%	$578,358	0.3%	$511
Educational Services	14	0.9%	273	0.9%	$1,544,224	0.9%	$435
Social Services	20	1.3%	316	1.1%	$944,795	0.5%	$230
Membership Organizations	22	1.4%	289	1.0%	$1,914,743	1.1%	$510
Engineering and Manag. Services	74	4.7%	436	1.5%	$4,755,299	2.7%	$839
Private Household Services	206	13.0%	405	1.4%	$1,227,804	0.7%	$233
Other Services	6	0.4%	214	0.7%	$912,750	0.5%	*
SUBTOTAL	597	37.7%	5,432	18.5%	$24,578,359	14.0%	$348
GOVERNMENT							
State	14	0.9%	5,974	20.3%	$49,722,377	28.3%	$640
Local	13	0.8%	2,590	8.8%	$16,991,790	9.7%	$505
Federal	7	0.4%	64	0.2%	$406,997	0.2%	$489
SUBTOTAL	34	2.1%	8,629	29.4%	$67,121,164	38.2%	$598
AGRICULTURE-FORESTRY-FISHING	97	6.1%	746	2.5%	$2,845,371	1.6%	$293
MINING	9	0.6%	98	0.3%	$576,455	0.3%	$452
CONSTRUCTION	254	16.0%	1,701	5.8%	$9,122,257	5.2%	$413
TRANS.-COMM.-PUBLIC UTILITIES	39	2.5%	417	1.4%	$2,568,686	1.5%	$474
WHOLESALE TRADE	66	4.2%	570	1.9%	$3,591,912	2.0%	$485
OTHER/NON-CLASSIFIABLE	1	0.1%	0	0.0%	$1,655	0.0%	*
TOTAL	1,584	100.0%	29,370	100.0%	$175,685,285	100.0%	$460

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

Table 29: COVERED EMPLOYMENT AND WAGES IN BUCKINGHAM COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	17	13.7%	91	7.1%	$333,416	5.8%	$283
Stone-Clay-Glass	2	1.2%	74	5.8%	$325,017	5.6%	$340
All Other Manufacturing	2	1.6%	28	2.2%	$131,511	2.3%	*
SUBTOTAL	21	16.5%	193	15.1%	$789,943	13.6%	$317
RETAIL TRADE							
Building and Garden Materials	2	1.6%	13	1.0%	$35,714	0.6%	$211
General Merchandise	2	1.6%	9	0.7%	$13,984	0.2%	$127
Food Stores	5	4.0%	34	2.7%	$103,894	1.8%	$235
Auto Dealers and Service Stations	7	5.6%	43	3.4%	$145,630	2.5%	$264
Eating and Drinking Establishments	3	2.4%	29	2.3%	$63,852	1.1%	$172
Miscellaneous Retail	2	1.6%	8	0.6%	$23,243	0.4%	*
SUBTOTAL	21	16.9%	136	10.6%	$386,315	6.7%	$222
FINANCE, INSURANCE, RETAIL							
Insurance Agents/Brokers	3	2.4%	3	0.2%	$7,625	0.1%	$196
Other	4	3.2%	10	0.8%	$45,984	0.8%	*
SUBTOTAL	7	5.6%	13	1.0%	$53,609	0.9%	$330
SERVICES							
Personal Services	2	1.6%	5	0.4%	$22,142	0.4%	$341
Auto Repair and Garages	2	1.6%	2	0.2%	$3,302	0.1%	$169
Misc. Repair Services	2	1.6%	2	0.2%	$833	0.0%	$299
Health Services	4	3.2%	98	7.7%	$467,040	8.1%	$367
Legal Services	2	1.6%	6	0.5%	$99,259	1.7%	$1,273
Private Household Services	9	7.2%	16	1.3%	$29,809	0.5%	$148
Other Services	9	7.2%	70	5.5%	$290,252	5.0%	*
SUBTOTAL	30	24.1%	199	15.6%	$912,635	15.7%	$355
GOVERNMENT							
State	6	4.8%	282	22.0%	$1,534,953	26.5%	$419
Local	2	1.6%	214	16.7%	$915,306	15.8%	$329
Federal	3	2.4%	12	0.9%	$70,643	1.2%	$453
SUBTOTAL	11	8.8%	508	39.7%	$2,520,902	43.5%	$382
CONSTRUCTION	20	16.1%	92	7.2%	$406,731	7.0%	$342
TRANS.-COMM.-PUBLIC UTILITIES	9	7.2%	30	2.3%	$145,693	2.5%	$380
WHOLESALE TRADE	4	3.2%	32	2.5%	$101,315	1.7%	$243
OTHER/NON-CLASSIFIABLE	2	1.6%	77	6.0%	$477,598	8.2%	---
TOTAL	125	100.0%	1,279	100.0%	$5,794,739	100.0%	$349

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed. Because Buckingham County is shared with another VCCS institution, only one-half of the covered employment is counted in this table.

Table 30: COVERED EMPLOYMENT AND WAGES IN FLUVANNA COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	6	2.5%	53	2.3%	$265,086	2.4%	$385
All Other Manufacturing	7	2.9%	356	15.2%	$1,484,924	13.5%	*
SUBTOTAL	13	5.5%	409	17.4%	$1,750,010	16.0%	$329
RETAIL TRADE							
Food Stores	12	5.0%	114	4.9%	$254,882	2.3%	$172
Auto Dealers-Service Stations	4	1.7%	34	1.4%	$127,421	1.2%	$288
Furnishings-Home Furnishings	3	1.3%	5	0.2%	$29,940	0.3%	$461
Eating and Drinking Establishments	4	1.7%	30	1.3%	$41,325	0.4%	$106
Miscellaneous Retail	5	2.1%	27	1.2%	$62,762	0.6%	$179
Other Retail Trade	5	2.1%	17	0.7%	$37,652	0.3%	*
SUBTOTAL	33	13.9%	227	9.7%	$553,982	5.1%	$188
FINANCE, INSURANCE, RETAIL							
Real Estate	6	2.5%	10	0.4%	$33,546	0.3%	$258
Other	5	2.1%	26	1.1%	$143,547	1.3%	*
SUBTOTAL	11	4.6%	36	1.5%	$177,093	1.6%	$378
SERVICES							
Personal Services	4	1.7%	12	0.5%	$29,027	0.3%	$186
Business Services	7	2.9%	25	1.1%	$262,123	2.4%	$807
Auto Repair and Garages	3	1.3%	10	0.4%	$43,972	0.4%	$338
Health Services	6	2.5%	78	3.3%	$240,503	2.2%	$237
Legal Services	4	1.7%	11	0.5%	$36,589	0.3%	$256
Engineering and Management	8	3.4%	23	1.0%	$128,777	1.2%	$431
Private Household Services	19	8.0%	28	1.2%	$65,407	0.6%	$180
Other Services	12	5.0%	376	16.0%	$1,497,153	13.7%	*
SUBTOTAL	63	26.5%	563	24.0%	2,303,551	21.0%	$315
GOVERNMENT							
State	8	3.4%	30	1.3%	$189,495	1.7%	$486
Local	2	0.8%	445	19.0%	$2,033,622	18.5%	$353
Federal	4	1.7%	41	1.7%	$221,900	2.0%	$461
SUBTOTAL	14	5.9%	516	22.0%	$2,445,017	22.3%	$369
AGRICULTURE-FORESTRY-FISHING	6	2.5%	34	1.4%	$96,251	0.9%	$218
CONSTRUCTION	74	31.1%	273	11.6%	$1,191,073	10.9%	$336
TRANS.-COMM.-PUBLIC UTILITIES	12	5.0%	209	8.9%	$1,992,963	18.2%	$734
WHOLESALE TRADE	11	4.6%	76	3.2%	$421,410	3.8%	$427
OTHER/NON-CLASSIFIABLE	15	6.3%	518	22.1%	$2,477,984	22.6%	*
TOTAL	238	100.0%	2,345	100.0%	$10,964,317	100.0%	$360

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

Table 31: COVERED EMPLOYMENT AND WAGES IN GREENE COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	3	1.7%	34	1.7%	$173,715	1.9%	$393
SUBTOTAL	3	1.7%	34	1.7%	$173,715	1.9%	$393
RETAIL TRADE							
Food Stores	10	5.8%	61	3.1%	$154,672	1.7%	$195
Eating and Drinking Establishments	7	4.0%	87	4.4%	$214,792	2.3%	$190
Miscellaneous Retail	3	1.7%	9	0.5%	$18,095	0.2%	$155
Other Retail	8	4.6%	39	2.0%	$120,057	1.3%	*
SUBTOTAL	28	16.2%	196	9.9%	$507,616	5.5%	$199
FINANCE, INSURANCE, RETAIL							
Insurance Agents/Brokers	4	2.3%	7	0.4%	$21,263	0.2%	$234
Real Estate	4	2.3%	15	0.8%	$20,809	0.2%	$107
Other	4	2.3%	27	1.4%	$130,952	1.4%	*
SUBTOTAL	12	6.9%	49	2.5%	$173,024	1.9%	$272
SERVICES							
Personal Services	4	2.3%	31	1.6%	$105,617	1.1%	$262
Business Services	3	1.7%	7	0.4%	$15,300	0.2%	$168
Auto Repair and Garages	6	3.5%	14	0.7%	$43,316	0.5%	$238
Health Services	4	2.3%	63	3.2%	$185,772	2.0%	$227
Social Services	4	2.3%	67	3.4%	$165,343	1.8%	$190
Engineering and Management Services	6	3.5%	22	1.1%	$197,549	2.1%	$691
Private Household Services	6	3.5%	9	0.5%	$23,010	0.2%	$197
Other Services	9	5.2%	171	8.7%	$483,883	5.3%	*
SUBTOTAL	42	24.3%	384	19.5%	$1,219,790	13.2%	$244
GOVERNMENT							
State	5	2.9%	13	0.7%	$69,568	0.8%	$412
Local	3	1.7%	525	26.6%	$2,964,891	32.2%	$434
Federal	4	2.3%	43	2.2%	$279,186	3.0%	$499
SUBTOTAL	12	6.9%	581	29.5%	$3,313,645	36.0%	$439
AGRICULTURE-FORESTRY-FISHING	6	3.5%	21	1.1%	$75,991	0.8%	$278
CONSTRUCTION	50	28.9%	163	8.3%	$649,111	7.0%	$306
TRANS.-COMM.-PUBLIC UTILITIES	4	2.3%	36	1.8%	$217,652	2.4%	$465
WHOLESALE TRADE	8	4.6%	86	4.4%	$482,727	5.2%	$432
OTHER/NON-CLASSIFIABLE	8	4.6%	420	21.3%	$2,400,298	26.1%	*
TOTAL	173	100.0%	1,970	100.0%	$9,213,569	100.0%	$360

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

Table 32: COVERED EMPLOYMENT AND WAGES IN LOUISA COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	10	5.1%	133	4.7%	$649,601	3.9%	$377
Printing and Publishing	2	1.0%	10	0.3%	$31,691	0.2%	$257
Apparel and Other Textiles	2	1.0%	197	7.0%	$656,124	4.0%	$256
All Other Manufacturing	7	3.6%	377	13.4%	$2,364,447	14.3%	*
SUBTOTAL	21	10.7%	716	25.4%	$3,701,863	22.3%	$398
RETAIL TRADE							
General Merchandise	4	2.0%	22	0.8%	$49,057	0.3%	$176
Food Stores	9	4.6%	110	3.9%	$283,708	1.7%	$198
Auto Dealers-Service Stations	6	3.0%	62	2.2%	$221,122	1.3%	$274
Eating and Drinking Establishments	5	2.5%	67	2.4%	$137,432	0.8%	$158
Miscellaneous Retail	5	2.5%	24	0.9%	$59,548	0.4%	$195
Other Retail	3	1.5%	16	0.6%	$61,287	0.4%	*
SUBTOTAL	32	16.2%	301	10.7%	$812,153	4.9%	$209
FINANCE, INSURANCE, RETAIL							
Banking	2	1.0%	30	1.1%	$171,865	1.0%	$448
Insurance Carriers	2	1.0%	5	0.2%	$27,875	0.2%	$429
Insurance Agents/Brokers	3	1.5%	11	0.4%	$36,634	0.2%	$268
Real Estate	6	3.0%	16	0.6%	$71,934	0.4%	$357
Other	2	1.0%	41	1.5%	$341,496	2.1%	*
SUBTOTAL	15	7.6%	103	3.7%	$649,803	3.9%	$495
SERVICES							
Hotels and Lodging	2	1.0%	34	1.2%	$90,068	0.5%	$207
Personal Services	6	3.0%	25	0.9%	$69,778	0.4%	$219
Business Services	7	3.6%	36	1.3%	$214,351	1.3%	$458
Auto Repair and Garages	6	3.0%	12	0.4%	$34,302	0.2%	$229
Misc. Repair Services	2	1.0%	9	0.3%	$21,359	0.1%	$193
Amusement and Recreation	2	1.0%	15	0.5%	$35,968	0.2%	$184
Health Services	7	3.6%	139	4.9%	$356,824	2.2%	$198
Legal Services	6	3.0%	20	0.7%	$75,090	0.5%	$296
Engineering and Management Services	7	3.6%	23	0.8%	$156,024	0.9%	$522
Private Household Services	7	3.6%	12	0.4%	$22,453	0.1%	$150
Other Services	3	1.5%	23	0.8%	$48,043	0.3%	*
SUBTOTAL	55	27.9%	348	12.3%	$1,124,257	6.8%	$251
GOVERNMENT							
State	5	2.5%	75	2.7%	$429,131	2.6%	$440
Local	3	1.5%	400	14.2%	$1,724,207	10.4%	$332
Federal	4	2.0%	23	0.8%	$135,827	0.8%	$454
SUBTOTAL	12	6.1%	498	17.7%	$2,289,165	13.8%	$354
AGRICULTURE-FORESTRY-FISHING	7	3.6%	25	0.9%	$207,677	1.3%	$326
MINING	2	1.0%	23	0.8%	$273,606	1.6%	$458
CONSTRUCTION	44	22.3%	188	6.7%	$1,646,461	9.9%	$337
WHOLESALE TRADE	8	4.1%	40	1.4%	$446,042	2.7%	$429
OTHER/NON-CLASSIFIABLE	1	0.5%	578	20.5%	$5,438,958	32.8%	*
TOTAL	197	100.0%	2,820	100.0%	$16,589,984	100.0%	$453

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

Table 33: COVERED EMPLOYMENT AND WAGES IN NELSON COUNTY (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg. Weekly Wage per Employee
MANUFACTURING							
Lumber and Wood Products	16	5.7%	100	3.6%	$399,869	3.4%	$308
Machinery - Nonelectrical	4	1.4%	51	1.8%	$320,911	2.8%	$484
All Other Manufacturing	4	1.4%	169	6.1%	$701,993	6.0%	*
SUBTOTAL	24	8.6%	320	11.6%	$1,422,773	12.2%	$342
RETAIL TRADE							
Food Stores	21	7.5%	101	3.6%	$225,963	1.9%	$172
Auto Dealers-Service Stations	4	1.4%	8	0.3%	$47,727	0.4%	$459
Eating and Drinking Establishments	7	2.5%	69	2.5%	$140,546	1.2%	$157
Miscellaneous Retail	8	2.9%	15	0.5%	$51,157	0.4%	$262
Other Retail	7	2.5%	17	0.6%	$38,943	0.3%	*
SUBTOTAL	47	16.8%	210	7.6%	$504,336	4.3%	$185
FINANCE, INSURANCE, RETAIL							
Banking	4	1.4%	38	1.4%	$149,971	1.3%	$304
Real Estate	10	3.6%	54	2.0%	$464,932	4.0%	$662
Other	4	1.4%	7	0.3%	$51,262	0.4%	*
SUBTOTAL	18	6.4%	99	3.6%	$666,165	5.7%	$518
SERVICES							
Personal Services	4	1.4%	7	0.3%	$33,581	0.3%	$369
Business Services	9	3.2%	24	0.9%	$100,479	0.9%	$322
Auto Repair and Garages	6	2.1%	30	1.1%	$115,265	1.0%	$296
Health Services	8	2.9%	104	3.8%	$395,363	3.4%	$292
Legal Services	6	2.1%	21	0.8%	$121,220	1.0%	$444
Educational Services	3	1.1%	18	0.7%	$60,601	0.5%	$259
Engineering and Management Services	13	4.6%	23	0.8%	$140,926	1.2%	$471
Private Household Services	20	7.1%	40	1.4%	$94,305	0.8%	$181
Other Services	13	4.6%	673	24.3%	$1,884,005	16.2%	*
SUBTOTAL	82	29.3%	940	33.9%	$2,945,745	25.4%	$241
GOVERNMENT							
State	10	3.6%	31	1.1%	$156,467	1.3%	$388
Local	2	0.7%	551	19.9%	$3,007,618	25.9%	$420
Federal	6	2.1%	51	1.8%	$289,267	2.5%	$436
SUBTOTAL	18	6.4%	633	22.9%	$3,453,352	29.7%	$420
AGRICULTURE-FORESTRY-FISHING	17	6.1%	199	7.2%	$615,824	5.3%	$238
CONSTRUCTION	45	16.1%	149	5.4%	$700,497	6.0%	$362
TRANS.-COMM.-PUBLIC UTILITIES	16	5.7%	166	6.0%	$1,030,458	8.9%	$478
WHOLESALE TRADE	11	3.9%	31	1.1%	$159,024	1.4%	$395
OTHER/NON-CLASSIFIABLE	2	0.7%	22	0.8%	$120,266	1.0%	*
TOTAL	280	100.0%	2,769	100.0%	$11,618,440	100.0%	$323

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

Table 34: COVERED EMPLOYMENT AND WAGES IN THE CITY OF CHARLOTTESVILLE (For Quarter Ending June 30, 1993)

Type of Employment	No. of Establishments	Pct.	No. of Employees	Pct.	Quarterly Gross Wages	Pct.	Avg Weekly Wage per Employee
MANUFACTURING							
Apparel and Other Textiles	4	0.2%	44	0.1%	$200,500	0.1%	$351
Printing and Publishing	21	1.1%	979	2.7%	$6,295,635	3.1%	$495
Stone-Clay-Glass	4	0.2%	113	0.3%	$873,252	0.4%	$594
Machinery - Nonelectric	5	0.3%	82	0.2%	$475,212	0.2%	$446
Instruments	4	0.2%	10	0.0%	$83,011	0.0%	$639
Electric and Electronic	9	0.5%	149	0.4%	$744,209	0.4%	$384
Miscellaneous Manufacturing	4	0.2%	27	0.1%	$125,461	0.1%	$357
All Other Manufacturing	9	0.5%	293	0.8%	$1,488,654	0.7%	*
SUBTOTAL	56	2.8%	1,697	4.7%	$10,285,934	5.1%	$466
RETAIL TRADE							
Building and Garden Materials	14	0.7%	127	0.3%	$634,534	0.3%	$384
General Merchandise	8	0.4%	620	1.7%	$1,729,732	0.9%	$215
Food Stores	47	2.4%	1,442	4.0%	$4,923,171	2.5%	$263
Auto Dealers-Service Stations	35	1.8%	323	0.9%	$1,504,058	0.8%	$358
Apparel and Accessory	46	2.3%	335	0.9%	$1,020,417	0.5%	$234
Furnishings-Home Furnishings	43	2.2%	469	1.3%	$2,679,929	1.3%	$440
Eating and Drinking Establishments	123	6.2%	3,218	8.8%	$7,654,100	3.8%	$183
Miscellaneous Retail	102	5.2%	767	2.1%	$2,557,239	1.3%	$256
SUBTOTAL	418	21.2%	7,301	20.1%	$22,703,200	11.4%	$239
FINANCE, INSURANCE, RETAIL							
Banking	13	0.7%	714	2.0%	$4,198,165	2.1%	$452
Credit Agencies	15	0.8%	70	0.2%	$424,243	0.2%	$464
Sec., Comm., Brks. Services	25	1.3%	141	0.4%	$3,075,737	1.5%	$1,678
Insurance Carriers	14	0.7%	129	0.4%	$784,423	0.4%	$468
Insurance Agents/Brokers	29	1.5%	136	0.4%	$1,089,338	0.5%	$616
Real Estate	81	4.1%	439	1.2%	$1,875,881	0.9%	$329
Holding and Investments	13	0.7%	95	0.3%	$1,662,706	0.8%	$1,346
SUBTOTAL	190	9.6%	1,724	4.7%	$13,110,493	6.6%	$585
SERVICES							
Hotels and Lodging	34	1.7%	669	1.8%	$1,762,937	0.9%	$203
Personal Services	80	4.1%	716	2.0%	$2,498,825	1.2%	$268
Business Services	127	6.4%	2,112	5.8%	$7,748,161	3.9%	$282
Auto Repair and Garages	45	2.3%	279	0.8%	$1,470,094	0.7%	$405
Misc. Repair Services	21	1.1%	89	0.2%	$323,264	0.2%	$279
Motion Pictures	12	0.6%	124	0.3%	$193,260	0.1%	$120
Amusement and Recreation	16	0.8%	129	0.4%	$166,450	0.1%	$99
Health Services	166	8.4%	2,264	6.2%	$14,903,375	7.5%	$506
Legal Services	66	3.4%	407	1.1%	$2,793,490	1.4%	$528
Educational Services	7	0.4%	261	0.7%	$1,026,102	0.5%	$302
Social Services	43	2.2%	964	2.6%	$2,768,191	1.4%	$191
Museums, Zoos, Etc.	3	0.2%	13	0.0%	$61,798	0.0%	$366
Membership Organizations	29	1.5%	288	0.8%	$1,368,421	0.7%	$365
Engineering and Management Services	118	6.0%	1,466	4.0%	$10,746,549	5.4%	$564
Private Household Services	148	7.5%	238	0.7%	$596,386	0.3%	$193
Other Services	7	0.4%	20	0.1%	$181,816	0.1%	$699
SUBTOTAL	922	46.8%	9,939	27.3%	$48,669,119	24.3%	$376
GOVERNMENT							
State	23	1.2%	7,656	21.0%	$52,963,320	26.5%	$532
Local	23	1.2%	2,509	6.9%	$13,426,513	6.7%	$412
Federal	20	1.0%	1,163	3.2%	$9,812,474	4.9%	$649
SUBTOTAL	66	3.4%	11,328	31.1%	$76,201,307	38.1%	$517
AGRICULTURE-FORESTRY-FISHING	21	1.1%	130	0.4%	$612,167	0.3%	$362
CONSTRUCTION	147	7.5%	1,544	4.2%	$8,748,660	4.4%	$436
TRANS.-COMM.-PUBLIC UTILITIES	65	3.3%	1,711	4.7%	$11,384,266	5.7%	$602
WHOLESALE TRADE	104	5.3%	1,035	2.8%	$6,257,650	3.1%	$465
TOTAL	1,969	100.0%	36,409	100.0%	$199,912,796	100.0%	$422

SOURCE: Virginia Employment Commission, "Covered Employment and Wages in Virginia," for quarter ending, June 30, 1993. An asterisk (*) in a column indicates that separate information for the item is suppressed.

CONCLUSIONS

Between 1970 and 1980, the PVCC service region population grew by 23.8 percent; between 1980 and 1990, it grew by 14.2 percent; and between 1990 and 2000, the population is expected to grow by 11.4 percent. Total growth between 1970 and 2000 within the service region is projected to be approximately 57.5 percent. Although the growth rate is slowing within the service region, overall growth is still expected to increase at a rate faster than the state average. However, population density per square mile (73) is less than one-half of the state average (156). Population density ranges from 4,048 people per square mile in the City of Charlottesville to 22 people per square mile in Buckingham County.

Three localities enroll at PVCC a higher percentage of their populations than the average percentage of the service region as a whole (2.3%): Greene County (2.8%), Charlottesville (2.6%), and Louisa County (2.4%). Two localities, Albemarle County (2.3%) and Fluvanna County (2.3%), match the region percentage of 2.3 percent. Both Nelson and Buckingham Counties, which enroll a combined 2.6 percent of the total locality populations, are also the localities the greatest distance from the campus. Although distance may be the determining factor in lack of participation, a closer study of these two localities may be beneficial to better serve the needs of the PVCC service region.

The age bracket projected to experience the largest growth between 1990 and 2010 is the 45 to 70 year old bracket (77.5% increase in number); the second largest growth bracket will be those 60 and older (50.4% increase in number). The age bracket which currently contains the largest percentage of PVCC students (28.6%) is projected to be reduced by 7.1 percent between 1990 and 2010.

Between 1990 and 2000, the number of whites in the service region is projected to grow at a faster rate than the number of non-whites. Although the largest minority group within the region is African-American, the Asian population is the fastest growing non-white group (it experienced a 192 percent increase in number between 1980 and 1990). Regarding gender, two out of every three students at PVCC are female. The service region population is moving toward a slightly higher percentage of females than males (52% female, 48% male by 2010). Minority and special population needs will continue to be of great importance in the planning and coordination of PVCC programs and services.

Educational attainment within the PVCC service region varies greatly. Albemarle County and the City of Charlottesville have by far the greatest number of residents with both a high school degree and over four years of college. The outlying localities fall far behind with just over half the residents completing high school and less than 12 percent of the population completing four years of college. Determining the appropriate means of reaching these

outlying localities with programs and services would be of great benefit to the residents.

Family and household income within the PVCC service region are on the average slightly lower than in the state of Virginia as a whole. Due to the wealth concentrated in Albemarle County, the total service region average is misleading. If Albemarle County were removed from the service region, family and household income would be considerably lower than the state average. Although the number of persons living below the poverty rate and the unemployment rates are also higher in the outlying localities, the City of Charlottesville, located in the heart of prosperous Albemarle County, has almost one-quarter of all residents living below the poverty rate.

Economically, the PVCC service region is currently characterized by a highly professional workforce concentrated within the government and services job market sectors. Nearly 40 percent of all establishments are service oriented and almost 30 percent of all workers are employed in government positions. Although the Albemarle-Charlottesville area remains the economic and cultural center of the service region, service region economic development efforts at PVCC are leading to new economic growth within the outlying localities.